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the Wisconsin Architect

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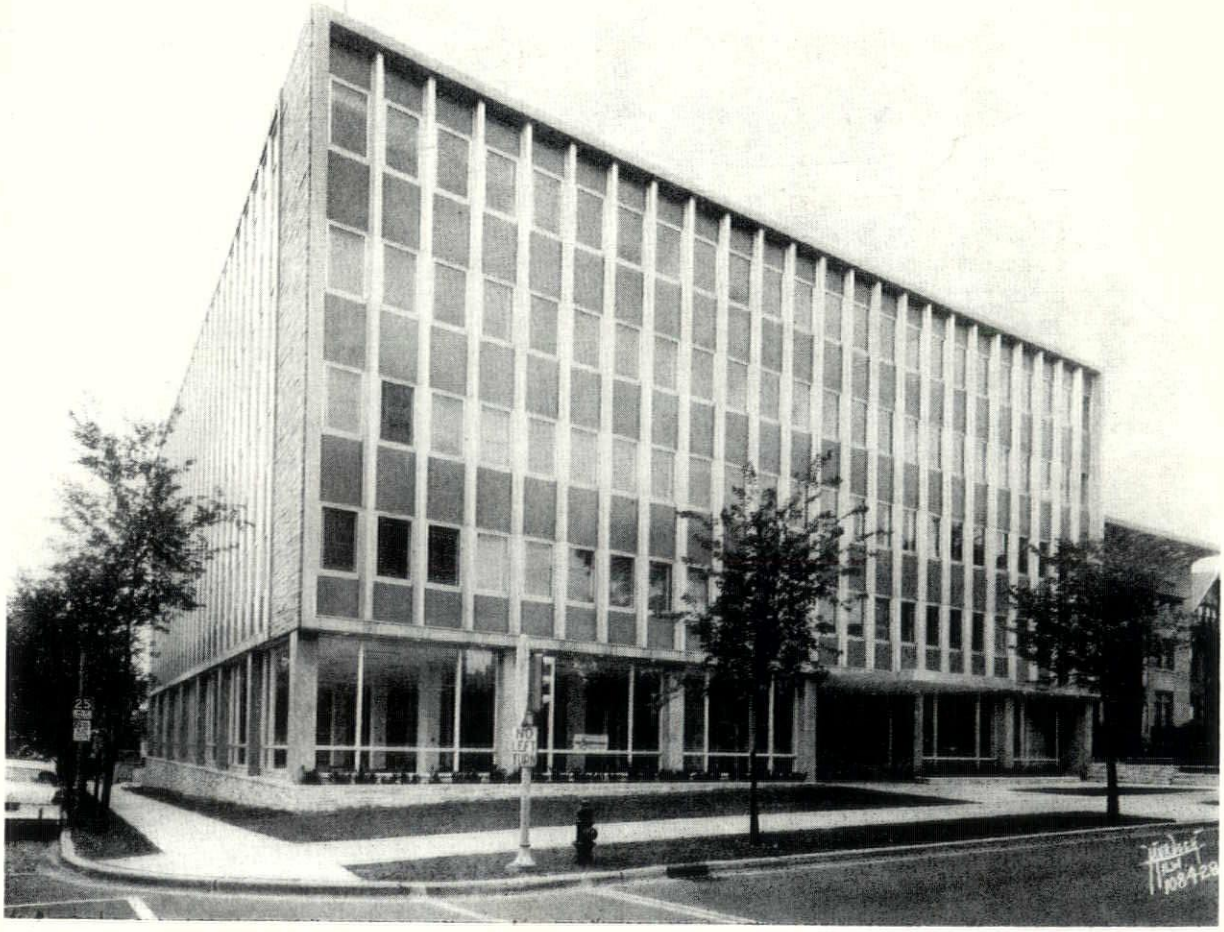
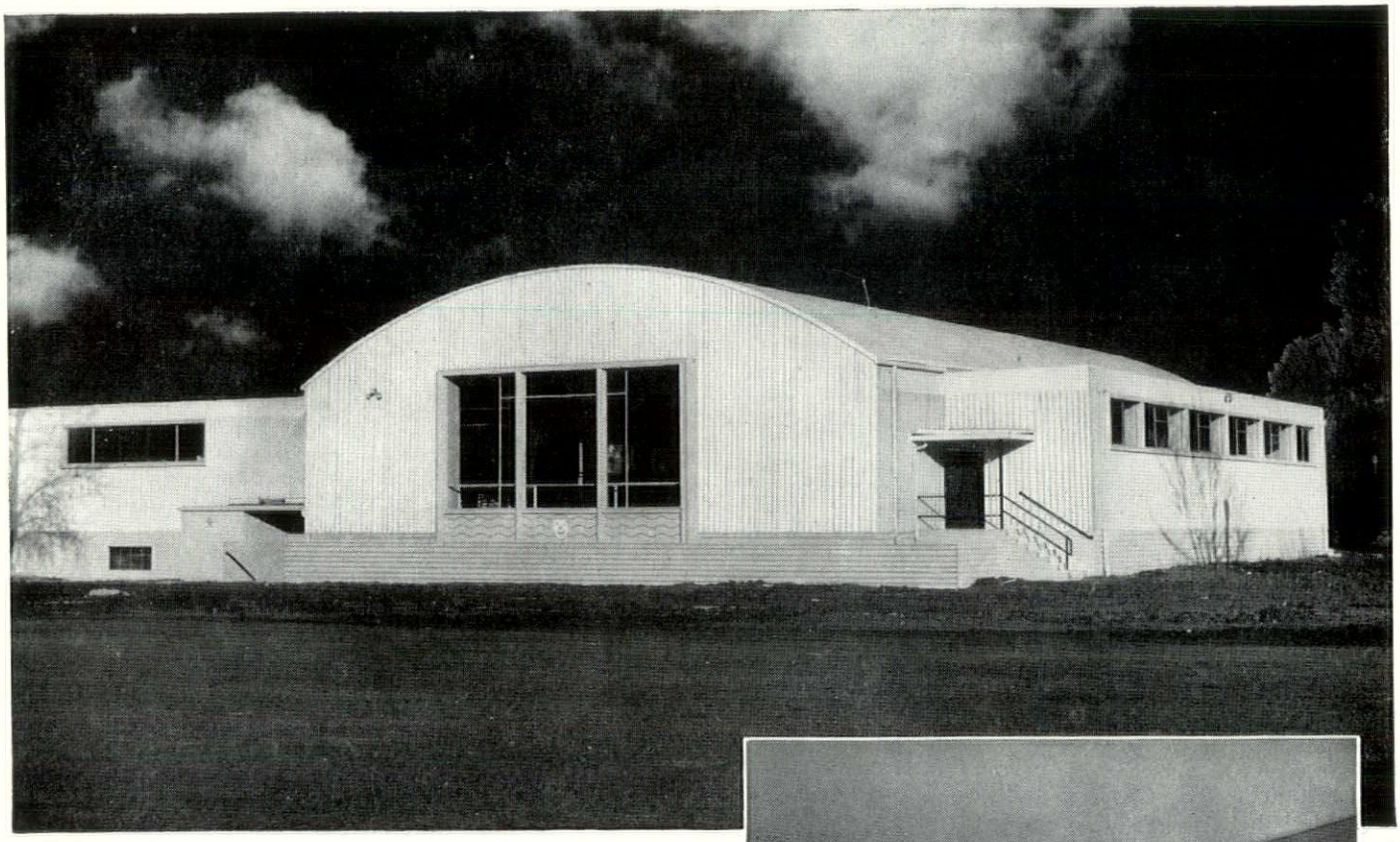
Contemporary Office Building



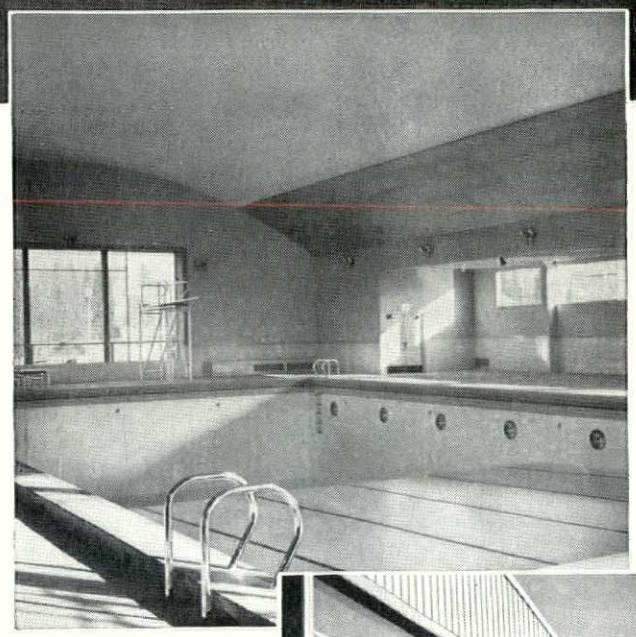


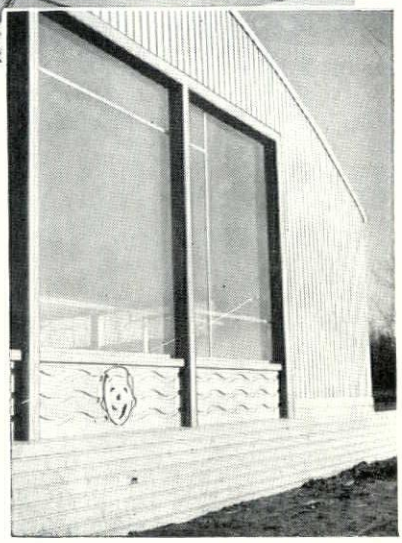
CONCRETE
Shell Roof Provides Distinctive, Economical Pool in Seattle

Economical construction and unobstructed inside space were main reasons for choosing a concrete shell roof for the Seattle park department's swimming pool at Green Lake. The 64′ x 110′ roof is supported only at the end walls. It forms a curve with a 54′ radius and arches to 25′ above the normal pool water level. The concrete in the roof tapers from 6″ thick at the end walls to 3¼″ in a distance of 4′.

Concrete shell roofs can span up to 300′ and more without supporting columns. That's an important consideration in auditoriums, garages, warehouses, hangars, gymnasiums, exhibition buildings and train sheds and repair shops.

Concrete shell roofs are low-annual-cost investments. They are economical to build, need little or no maintenance, have long life and low insurance rates. Write for free literature. It is distributed only in the United States and Canada.





Top: Attractive exterior of the Green Lake swimming pool building of the Seattle, Wash. park department.

Center: In the interior of the building the concrete shell roof made possible a large unobstructed area.

Right: Interesting decorative touches were cast in the exterior architectural concrete wall surfaces.

Architects and engineers: Lamont & Fey. General contractor: Cawdry & Vemo. Both firms are from Seattle.

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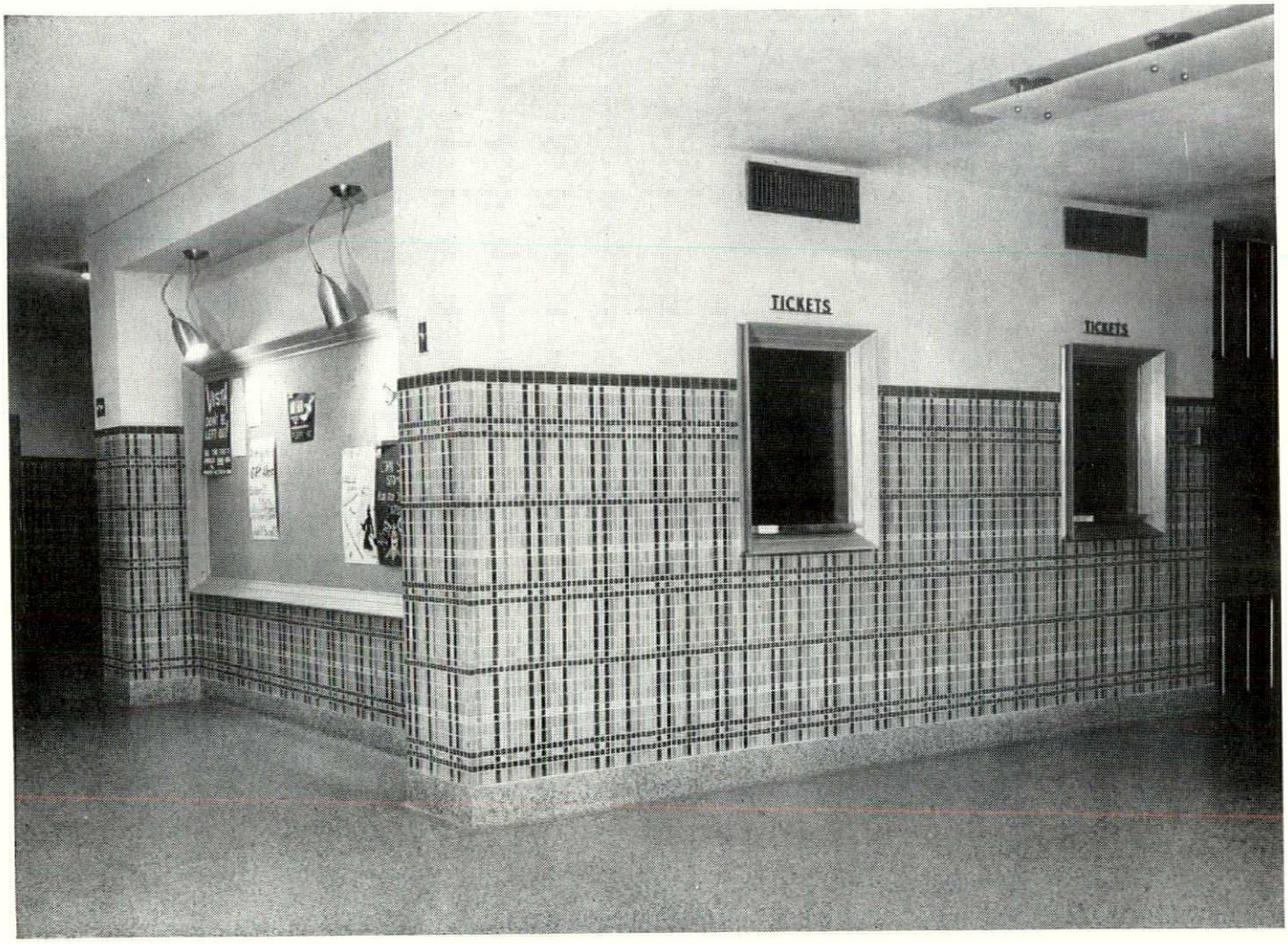

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MOSETTES are available in both Sparamics and conventional mounting. As Sparamics, MOSETTES are mounted face-up on 2' x 1' perforated paper backing for direct adhesive setting. Sparta folder S-100 (available on request) contains full information on Sparamic-Direct adhesive setting.

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Here's Important Information

Architects Warned on Advertising Ethics

Wisconsin members of the American Institute of Architects were warned last month by the Board of Directors of the Wisconsin Chapter to be especially careful in the matter of advertising in order to avoid any breach of ethics.

Advice given cautions A.I.A. members to refuse any solicitation for periodicals, programs or other promotion *by letter* so that a permanent record of the refusal will be on hand in case of later trouble.

In cases in which architects cannot avoid advertising, professional ethics dictate that only The American Institute of Architects, as an organization, may be promoted. Advertising of an individual architect MUST BE AVOIDED, it was stressed. Here are two pieces of suggested advertising copy for A.I.A. members who find themselves in a position in which they cannot avoid advertising:

"This building was designed and planned by a member of the Wisconsin Chapter, American Institute of Architects", or

"When planning to build, consult a member of the Wisconsin Chapter, American Institute of Architects."

COVER COMMENT

This month's cover pictures the new Equitable Office Building in Milwaukee. The first new multi-floored office structure in the Milwaukee area in 22 years, it marks another contribution to efficiency, beauty and utility by the architectural profession. It's the work of Fritz von Grossmann, A.I.A. For more on this building, see pages 8 and 9.

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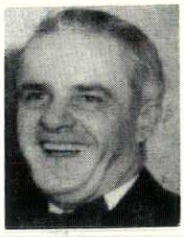

By Arthur O. Reddemann

President, Wisconsin Chapter, A.I.A.

Our conference held on September 28 and 29 at the Pfister Hotel was very successful in my estimation and certainly was a tribute to the committee which did such excellent work. The exhibits were good and well attended and those that missed them missed some excellent exhibits.

We were pleased to have three national officers present, Leon Chatelain, Jr., F.A.I.A., our national president; Phil Wilson, Jr., second vice president, A.I.A., and Walter A. Taylor, Director of Research and Education, A.I.A., from Washington, D. C. We had representatives from the Chicago Chapter, Minneapolis and St. Paul, Central Illinois, Northern Illinois and about 85 from our own Chapter.

The seminars were very good and from the attendance I would say they were enjoyed very much. We then too had Bryant E. Hadley, our Regional Director, who was very active.

The Legislative Committee headed by John Flad held a meeting in Madison on October 4, a further report on this meeting will be delivered at the Convention to be held in February and it is my belief will be a very good report with much of interest.

At our last Board meeting we were pleased to note that we have taken in more members.

It is my pleasure to speak to two high school groups in the City of Milwaukee on the subject of architecture as a career. I do not know if this is being done in high schools throughout the State but it is my feeling that this is good public relations and if you do not have such a program in other localities, perhaps it might not harm to investigate as to whether or not schools might be interested in such. If some of you have been speaking in other schools in other cities, I am sure that the members would appreciate knowing more about your talks and where they were held.

There were many comments because of the dates of the Conference and these dates were not chosen by your Board but were dates given to us by the National organization and were the only dates on which we could obtain hotel accommodations for the Conference. We are sorry it happened on a football day, however, we were disappointed in the number of the Wisconsin Chapter members attending.

Good Advice to School Boards

What You Can Expect of Your Architect

By ALLEN J. STRANG, A.I.A., Madison, Wisconsin
Partner Firm of Weiler and Strang and Associates

Author's Note: The views expressed in this article are strictly those of the author and do not represent officially the view of the architectural profession. It is hoped, however, that the content of the article does, by and large, represent the typical feelings of the architect who works regularly in the school design field.

For the purpose of this article, let us assume that you have selected an Architect for a forthcoming school building program, and are ready to take whatever steps are required to get the program under way. Unless you are a member of a school board in a rapidly growing district, or have served as a member for some time, it is quite likely that this is your first experience of this sort and that the prospect of taking the responsibility of representing your district during the planning and construction of a school plant may be somewhat frightening.

If you have chosen your Architect carefully and well, however, the task ahead need not be difficult, and under normal circumstances can be both interesting and instructive — in fact downright exciting.

You will do well, right from the start, if you respect your architect for what he is — a carefully trained professional man in the art and science of building. He has been taught through years of study and experience to analyze a building problem, solve it, express his solution in drawings for you to study and discuss, then to further draw and describe in detail this solution in working drawings and speciifcations so that builders may bid and later construct the building. In return for the respect that you display toward your Architect, you may expect from him full cooperation and a sympathetic understanding of your building problem.

Let us consider rather briefly the various steps to be taken in a typical building experience and what you may expect from the Architect in connection with each step.

The Program. Careful consideration of the facilities to be provided is essential. The staff of the Building Division of the State Department of Public Instruction has done an excellent job in this regard, in assisting a school district to analyze and set forth a realistic program of requirements for the Architect to use in working out a solution to the problem. The Architect does not pose as an educational expert, respecting the judgment of educators in setting up a list of requirements. His experience in construction problems and costs, however, make him useful in analyzing the program to make sure that it is realistic in terms of budget and other limitations. The establishment of a curriculum committee with representatives of school administration, faculty, citizens, the State Department and the Architect to study the educational and other needs of the district, is urged.

Site Selection. Careful study of the merits of all available building sites is important. If you select your Architect early, he will be happy to help you score the various sites under consideration so that your choice will be wise.

Preliminary Studies. Given a concise program of requirements and a site, the Architect can develop a design solution or solutions. These designs, which should be adequate to explain themselves clearly, will be presented to the owner for consideration and study. If the project by its nature justifies it, perspective drawings and possibly models may be prepared to help explain the designs.

Cost Estimates. The Architect should prepare a preliminary cost estimate when designs are crystallized sufficiently to do so, based upon an outline specification of materials and equipment to be included in the building. This estimate should be frank and not misleading, to avoid later problems. An owner should understand, however, that no estimate can be a guarantee of the building cost, only the best judgment of the Architect. As detailed drawings and specifications are developed, the cost estimate may be adjusted.

Detailed Drawings and Specifications. These documents normally represent about one-half of the man power which the Architect puts into a building project. Thousands of man hours of skilled effort are often spent at this stage on a school project. Conferences as required are held with the School Board and staff to determine the detailed needs for each department and room of the building. Exterior and interior materials, finishes, mechanical equipment, built-in equipment, all must be discussed, justified, and specified. Too much haste at this stage is bad judgment, and could be reflected in poor bidding because of lack of clarity of the drawings and specifications.

Bidding. Your Architect will direct the bidding, helping secure contractors who will submit figures for the project. He will preside, if you like, at the bid opening, reading the bids and later giving you his best judgment on the bids and the bidders. If bids appear proper and are in line, the Architect will assist you and your attorney in the preparation of construction contracts so that work may proceed.

The Construction Stage. This phase of the building process may very well be the most extended of all, sometimes occupying a year or more of time. Your Architect is occupied with many things at this stage. He must supervise the work at the site, interpreting the plans and specifications for the contractors and their mechanics. He will help solve problems as they arise. He will make every effort to see that his client gets value received for his investment, but will at the same time not overlook the rights of the contractors. Your Architect must check shop drawings for equipment as they are submitted by manufacturers and coordinate the site work with them. He will select colors for paint, floor and wall tile, enameled equipment and other materials and show these selections to the owner for his approval.

The Architect will also administer the business end of the project.

(Continued on Page 14)

Health Insurance Available Now to Members of W. A. A.

Advice of members of the Wisconsin Architects Association to enroll for Blue Cross and Blue Shield protection through the W.A.A., was given last month by Arthur O. Reddemann, president.

Because the deadline for enrolling is rapidly drawing near, the president urged prompt action. He stressed that this constitutes the last possible warning from W.A.A. headquarters.

"NOW is the time to enroll for Blue Cross and Blue Shield protection through your Association group. The annual enrollment period for additions to this group is being held open during November with coverage effective December 1, 1956," he said.

"The coverage offered is the regular 70 day Comprehensive plan of Blue Cross and the Surgical-Medical plan of Blue Shield.

"All members of the Association not presently enrolled are eligible to subscribe for this excellent protection against unpredictable hospital and surgical-medical bills," he pointed out.

"Enrollment material, explaining the benefits of both plans (Hospital and Surgical-Medical), rates, and an application card have been mailed to all eligibles recently.

"Don't delay joining *now!* Your Association group coverage at group rates cannot be purchased on an individual basis. Remember — 'It is better to have Blue Cross and Blue Shield and not need it, than to need it and not have it'," the president added.

No Picture

Here's Reason Why

Because of the variety of comment received from members on the fact that last month's WISCONSIN ARCHITECT had no cover picture, Jack Russell, publisher of the magazine, offered an explanation.

"Actually, the number of complaints pleased me," he said. "We did it deliberately in an effort to dramatize the extreme need that we have for photographs. It is our sincere belief that, not only from the standpoint of making the magazine more attractive, the most important reason for an architect having a pictorial record of his work is for his own personal benefit.

"Public relations-wise, for the benefit of the profession as a whole and for the individual architect in particular, there is a tremendous value in being able to present good photos of work accomplished. We cannot stress too highly, the importance of doing this."

Russell suggested that architects arrange for a minimum or four or five pictures of each job accomplished, and recommended that several prints be sent for the files of the WISCONSIN ARCHITECT.

OLSON CHANGES

Appointment of Raymond C. Raczkowski as vice president and sales manager of the R. H. Olson Company was announced last month.

He is also vice president and general manager of Surfacing, Inc.

Interest in E & O Insurance Grows

Considerable interest has been shown thus far in errors and omissions insurance policies available to A.I.A. members, it was reported in Washington last month.

Statistics amassed by the A.I.A. headquarters indicate that more than 83 per cent of the members polled are interested in obtaining some type of coverage. Others were not interested.

A potentially dangerous situation now exists, the statistics proved, since three-quarters of the men polled are presently not covered by such insurance. This could result in expensive and damaging lawsuits.

The study is now continuing, and a recommendation will be made to the A.I.A. board of directors by the special Insurance Committee.

Cost of such policies is reasonable, and all members are urged to investigate such insurance, the committee advised.

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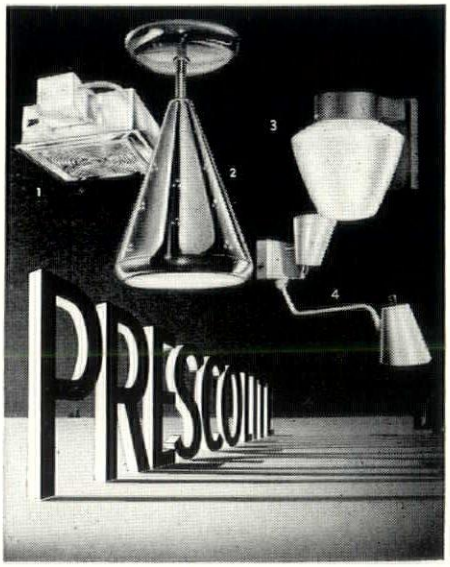

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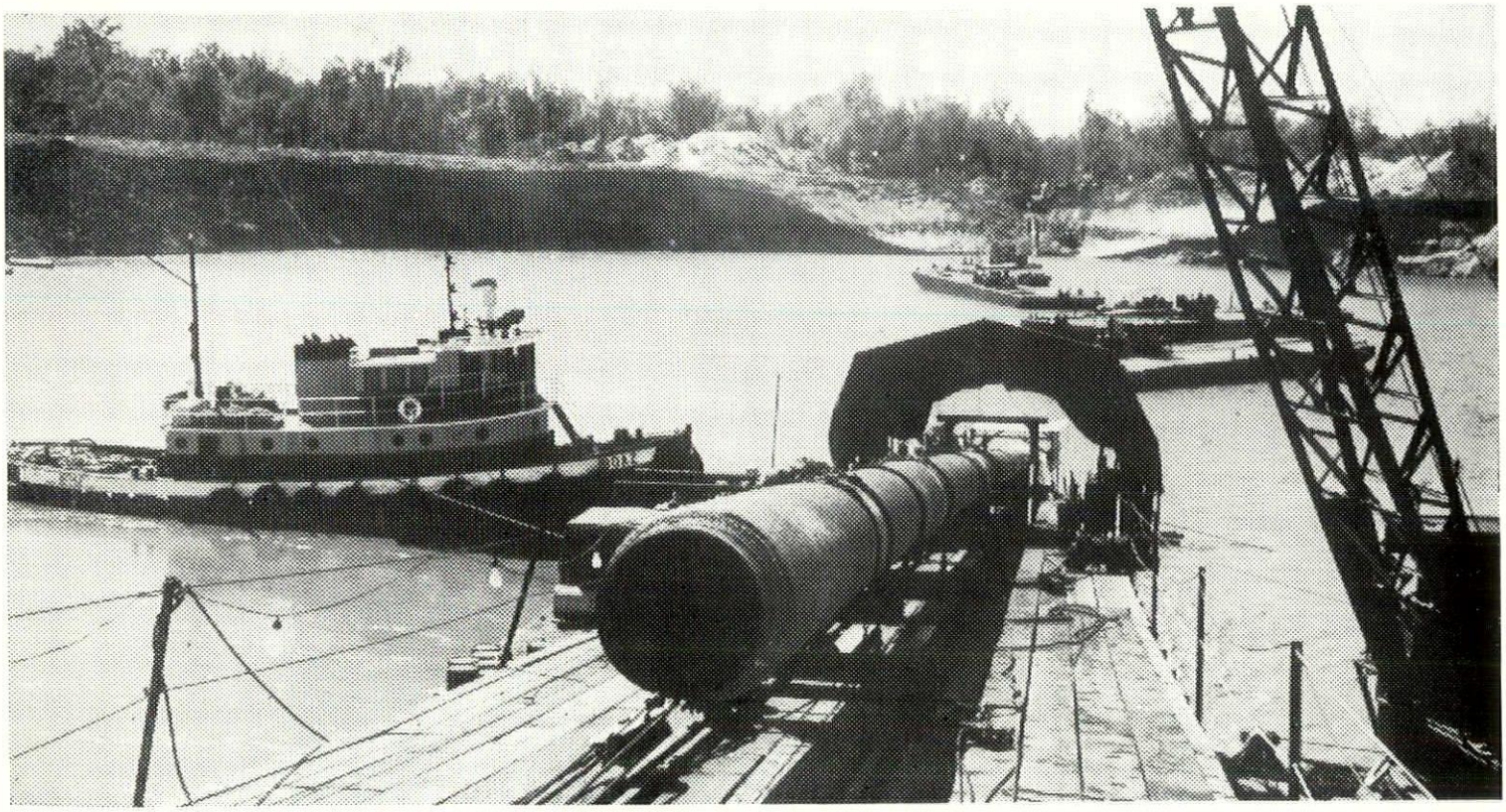

More pipelines to Milwaukee mean that more firms can enjoy the advantages of

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Now that an abundant supply of low-cost natural gas is available to Milwaukee industry, progressive firms will want to consider the incorporation of modern, automatic gas equipment in their building or modernization plans.

For all types of heating, baking or drying operations, gas has no equal. Gas is safe, clean, economical. It is flexible, reliable, easily controlled . . . and you say goodbye forever to delivery and storage problems.

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Competition is Set for Postage Stamp Design

The year 1957 marks the 100th Anniversary of the founding of the American Institute of Architects, on February 23, 1857.

To focus public attention on this important milestone, a nation-wide competition for a suitable design for a commemorative U. S. postage stamp has been authorized by the Board of Directors, A.I.A.

Although application has been made to the Post Office Department for such a commemorative stamp and the Institute hopes one will be issued, the Post Office Department as yet has made no decision on the request. Nor is there any assurance that the winning design will be used for the stamp if one is issued.

The Competition has been approved by the Committee on Architectural Competitions of the American Institute of Architects.

Competition Rules and Regulations:

1. *ELIGIBILITY:* The competition shall be unrestricted. Corporate Members of A.I.A., their employees, and students of accredited Schools of Architecture are urged to participate.

2. a. *SIZE OF STAMP:* The design on the centennial stamp, if issued, is to be .84" x 1.44".

b. *SIZE OF SUBMITTED DRAWINGS:* All drawings shall be submitted 8⅓ times the final size, namely 7" x 12".

3. *DESIGN:* The design, either horizontal or vertical in composition, shall symbolize Architectural progress in America during the past 100 years. While reproductions of existing buildings will be permitted, no structure designed by an architect now living shall be used. The words "CENTENNIAL OF THE AMERICAN INSTITUTE OF ARCHITECTS" and "UNITED STATES POSTAGE — 3c" shall be incorporated in the design.

4. All drawings shall be submitted as a washdrawing in black and white.

5. The competition will be strictly anonymous. Each design submitted must be plainly marked with a symbol or cipher placed at lower right of sketch, accompanied by a plain, opaque envelope marked with the corresponding symbol or cipher and containing the name and address of the author of the design and his associates, if any.

(Continued on Page 14, Column 1)

AASA Contest Nearing Deadline

W.A.A. members who have submitted entry blanks for the competition of the Architectural Exhibition of School Buildings at the national convention of the American Association of School Administrators were reminded last month of a deadline.

That deadline — for submitting exhibits for judgment — must be at the Atlantic City Convention Auditorium by Feb. 11. The convention will be held from Feb. 15-20.

The School Building Architectural Exhibition has become an important feature of AASA convention programs, and thousands of administrators, who attend the meetings, look forward to these exhibits of school building plans.

The jury will give consideration to these factors: adequacy for educational function; grouping of instructional areas; accessibility of facilities; flexibility; community use; environmental controls, light, air, sound; safety; and expansibility.

NEW DIVISION

The creation of a new fully-integrated Metal Buildings Division to handle planning, selling and service for LOK-RIB Steel Buildings has been announced by Inland Steel Products Company, 4101 W. Burnham Street, manufacturers of the Milcor and LOK-RIB lines of steel building products.

R. W. Sykes will head the expanded Division, which consolidates all Metal Buildings sales functions formerly handled by other divisions of the company.

L. S. Shealy has been appointed Product Manager, Metal Buildings, in charge of the Metal Buildings Product Office.

Ferris Needs Help, Is Plea

The Trade and Industrial Division of Ferris Institute of Big Rapids, Mich., has in operation a two year terminal program for the training of architectural draftsmen. Ferris Institute is a state college of about 1800 enrollment.

The school is desperately in need of personnel to teach in its architectural drafting program, and is appealing to The Wisconsin Architects Association for help in the location of someone to teach in this program. School authorities would like to have a person who has not only graduated from a school of architecture, but who has also had practical experience in an architect's office. However, they would consider people with only one of these qualifications.

Salary schedule would run between $5500 for no experience and a bachelor's degree, $6000 with a master's degree, and could go up to $7150 with five years of teaching experience at Ferris Institute. Naturally, where one would be placed on the schedule would depend on his background and qualifications.

The school is very much concerned with turning out highly competent architectural draftsmen and is soliciting W.A.A. assistance in locating people to teach in this program.

Anyone who might help is urged to contact Jon P. Adams, Dean, Trade and Industrial Division.

WE'RE SORRY!

We were guilty of an error in last month's issue in the advertisement of the Mosaic Tile Company.

It has recently moved its offices and is now located at 4030 N. 126th Street, Milwaukee 10, Wis. Phone number is SUnset 6-5620.

In addition, its office and showroom is now open daily from 8:00 A.M. to 5:00 P.M., and no appointments are necessary.

I love a finished speaker
O' me, I really do;
I don't mean one who's polished
I just mean one who's thru.

Here's Beauty and Utility in

Office Building Architecture

Among the important roles played by the profession of architecture on the Wisconsin scene, one of the most significant examples of skill in planning and design can be seen in contemporary office buildings.

Typical of the new trend that combines beauty and utility in structures of that kind is the Equitable Building, on North 17th Street and West Wisconsin Avenue in Milwaukee. It is the work of Fritz von Grossman, A.I.A.

The building, of stone, houses the offices of the Lee Wandling Agency of the Equitable Assurance Company of the United States, as well as offices of several other major national manufacturers, and the studio of a local radio station.

Tasteful use of glass and aluminum is evident from the outside, and the interior, naturally enough, contains the newest architectural features, including recessed lighting, air conditioning, automatic temperature control, all modern fixtures of every type, plus a variety of other attractions.

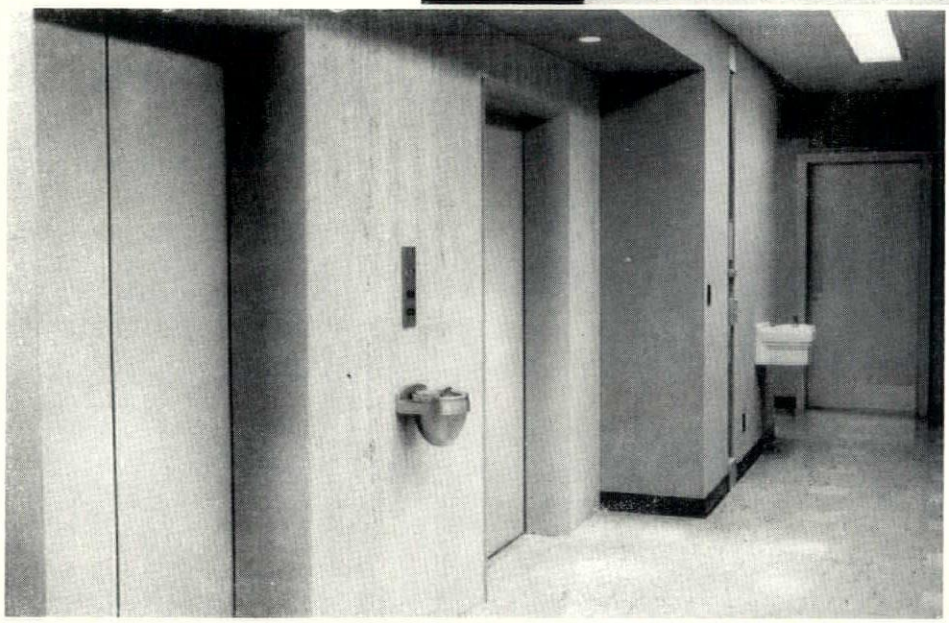
The Equitable Building, five stories high, has 60,000 square feet of office space. It is the first new multi-storied office building in Milwaukee in 22 years, and as such, has attracted a great deal of interest. Among benefits to tenants is an accompanying parking lot, half of which is under a roof, and plans are under way to add adjoining land to expand parking facilities.

As expected, most of the space in the Equitable Building is rented, with other leases now being negotiated. The owners, who are jealously guarding the "dignity" tone of the building and its tenants, are apparently quite selective in seeking additional tenants.

Photos on these pages show interior and exterior views of the building.

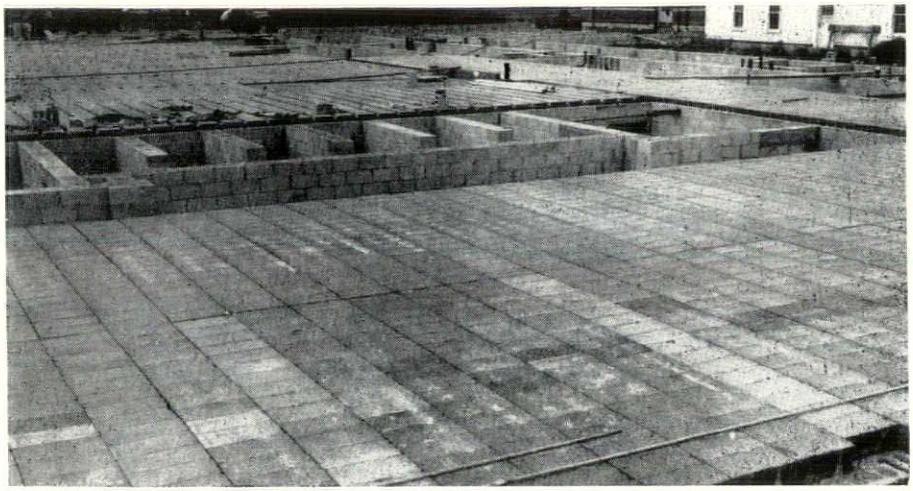
VISITORS' EYE VIEW OF OFFICE LOBBY

A TYPICAL INNER OFFICE



VIEW FROM THE HALLWAY

REAR — NO PARKING WORRIES FOR TENANTS



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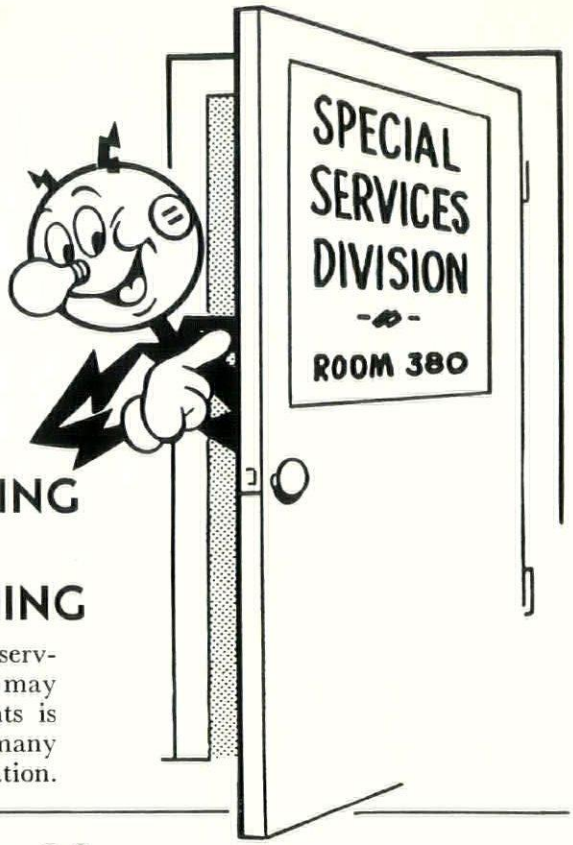

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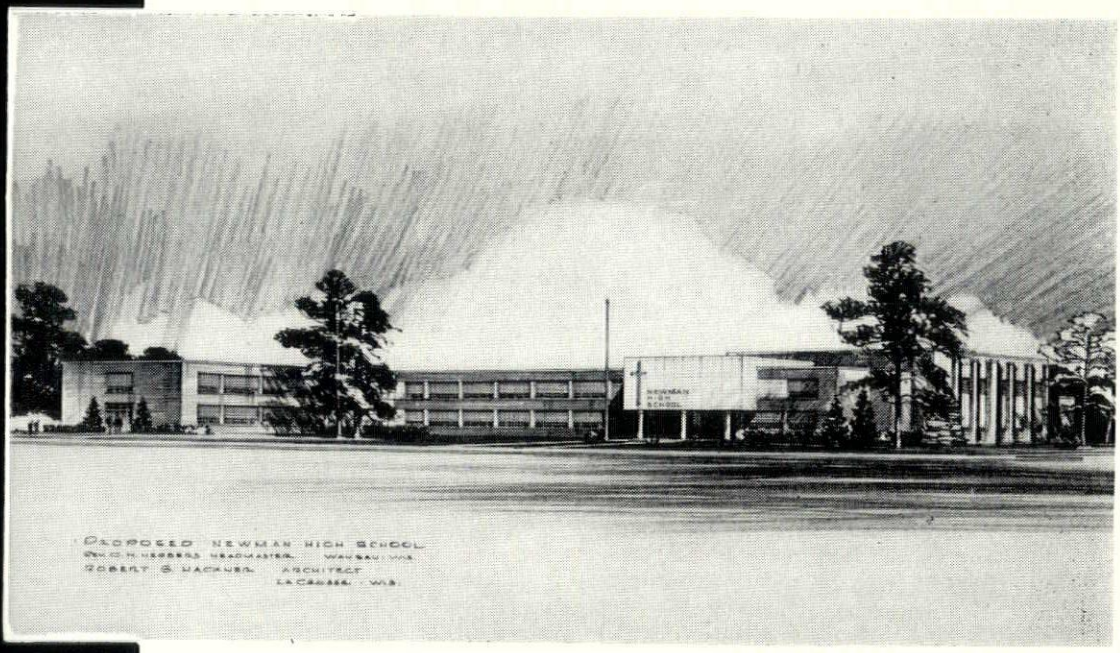

NEWMAN HIGH SCHOOL, Wausau, Wisconsin

Architect, Robert B. Hackner — Contractor, Hoffman & Co.

Newman High School in Wausau is just another example of thousands of schools being built today with Flexicore. The reasons are simple —

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Outdoor temperatures really stay on the outside of extended window-wall expanses with the new Fabrow rubber insulated ventilating sash, it was claimed by FABROW Manufacturing, Inc., Toledo, Ohio. The window is pictured here.

Don Schultz says FABROW has achieved the "Tightest weather seal ever" with the new sash which combines the natural insulating qualities of its own beautiful wood with the plus storm strength of one-piece Neoprene insulation. Insulating glass completes the combination for triple storm protection.

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"As Others See Us . . ."

By Gerry Ahrens

Industrial Building Materials Representative
Johns-Manville Sales Corporation
Milwaukee, Wis.

This is another in a new feature series, entitled "As Others See Us." It will include comments and impressions of architects and the architectural profession by people who work with and for architects. In some cases — when requested — authors will be kept anonymous. Sole purpose of the series is to strive for the betterment of the profession, and to enable architects to see themselves as others see them. The following was written by Gerry Ahrens, a Milwaukee manufacturer's representative. — EDITOR

Manufacturers must please the public or go out of business. You, the progressive Architect, guide the taste of the public. Your designs influence the custom market and are soon reflected in the mass market. It is, therefore, obvious that manufacturers need your advice.

When the manufacturer's representative calls on you, you are sometimes too busy to take the time to look at new ideas, or new products. When this happens, the manufacturer misses the benefit of your advice and therefore must do the best he can in interpreting what you think the public is going to want in the future. That is our loss. It also may be your loss.

This lack of coordination can affect you adversely. How often do you find when put to the test that your specifications are inadequate, that you have a complaint on your hands and blame the manufacturer?

We, as manufacturers, request only that you open the door to us, that you let us advise you on the correct uses of existing materials and that you give us your valued opinion as to what you will need in the future.

We can then develop the materials you will need and design these with the texture and color required for harmonious integration into your buildings. We can provide accurate data for your specifications and we will stand back of the performance of our materials when they are correctly used.

No Bid Openings, Please

Because of the annual meeting of the Wisconsin Chapter of the Associated General Contractors of America, which will be held on Dec. 5-6, Wisconsin A.I.A. members were asked last week to refrain from scheduling any bid openings for the week of Dec. 3.

The meeting will be held at the Plankinton Hotel in Milwaukee.

"We would appreciate it very much if architects would not schedule bid openings for that week," J. Harry Green, Janesville, manager of the Wisconsin A.G.C. chapter said. "We believe that this is very important to architects in securing proposals and many of them may have bid openings scheduled for that week. We feel, in most cases, they could be postponed. This, of course, does not apply to Milwaukee."

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Centennial Stamp...

(Continued from Page 7, Column 2)

6. All submissions shall be mounted on stiff cardboard approximately 12" x 18" and mailed flat in plain envelopes which shall not bear the name of the competitor but may bear his return address only.

Submissions shall be addressed to:

Centennial Stamp Competition
Committee on Centennial Observance
The American Institute of Architects
1735 New York Avenue, N. W.
Washington 6, D. C.

7. Entries must be received not later than November 9, 1956. Judging will take place on November 12.

The Awards:

8. *FIRST PRIZE: $500.00*
Additional Prizes: Three additional prizes of $100.00 will be awarded.

At its discretion, the Jury may award a number of Honorable Mentions.

NEW PUBLICATION

Latest chapter to commence publication of an official news organ is the Potomac Valley Chapter, of Maryland.

It is beginning in a limited fashion, with a four-page newsletter-type publication, but expects to grow, according to word from chapter officers.

THEME SELECTED

Theme of the big Centennial Celebration of the American Institute of Architecture, which will be held in Washington next spring, will be "A New Century Beckons."

It was suggested by Henry H. Saylor, editor of the A.I.A. Journal.

No great culture has ever been born or has thrived in any part of the world except where there was good business.

If you make a right turn from the left lane you are probably just careless, and not really what the driver behind called you.

Architect . . .

(Continued from Page 4)

This includes inspection of monthly statements from contractors and the issuance of certificates of payment. Changes during construction must be covered in a business-like manner with change orders in writing, signed by the parties to the contract.

At the completion of the job, a final inspection with a check list is prepared so that the contractors may use it as a guide in finishing their work.

When the project has been finished and you walk from room to room, admiring its glistening and colorful surfaces, its fine equipment, its well planned arrangement, you *should* feel that your Architect has made as substantial a contribution to the success of the project as any of the contractors who furnished physical materials for the building.

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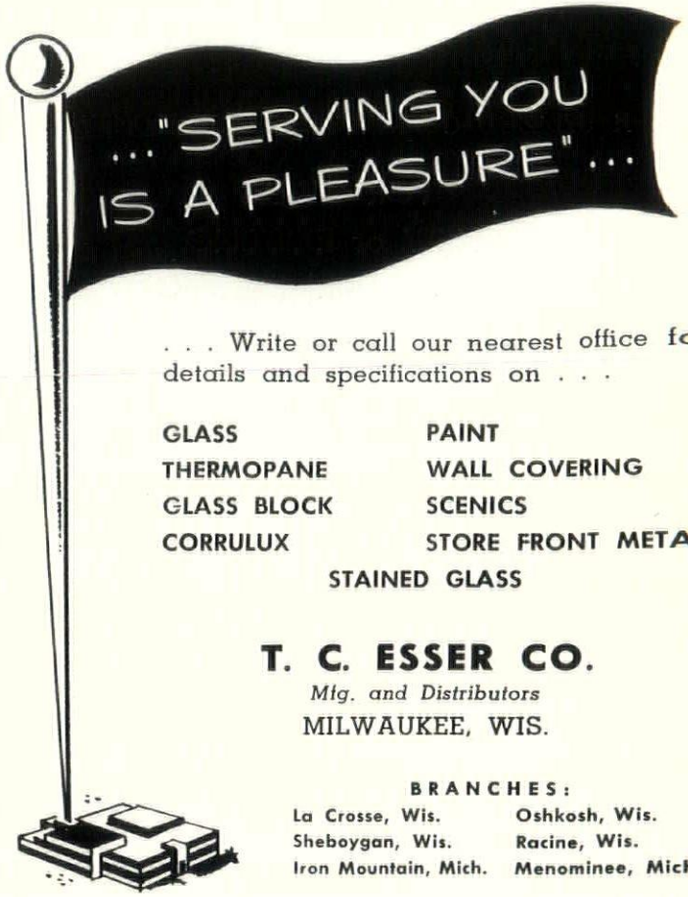

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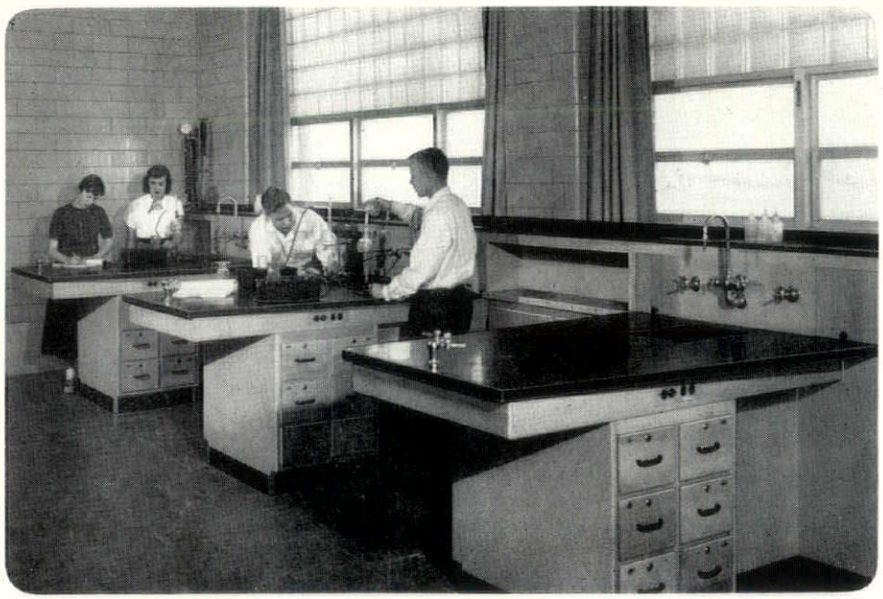

Hamilton again contributes to laboratory teaching and *learning* with this completely modern school installation — typical of Hamilton planning help and fine equipment.

These and many other contemporary equipment items are illustrated and described in a new 92 page catalog. Write for catalog No. 218.

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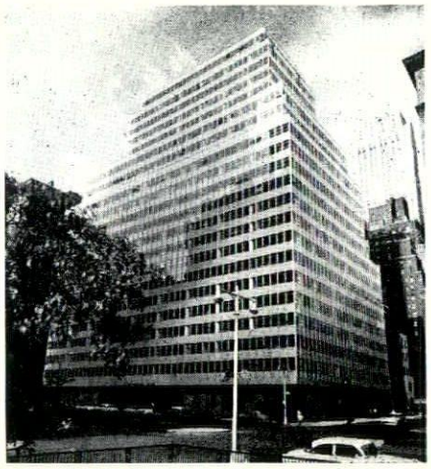

Actual photo of Lupton Curtain Wall installation at 300 Park Avenue, N. Y. Architect: Emery Roth & Sons.

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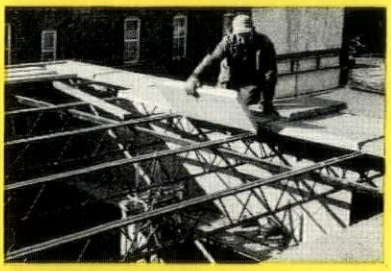
This Architect's Concrete Roof Deck Went On In A Few Hours . . . At ZERO Degrees

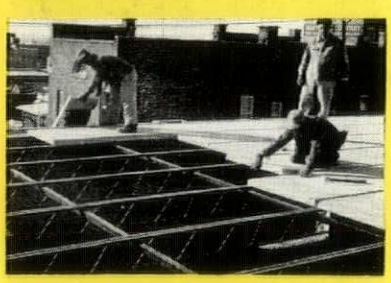
A concrete roof deck placed quickly in mid-winter and no moisture problems? Yes, it's not only possible but easy and at low cost, too, with ZONATILE!

This supermarket roof in Mankato, Minnesota, went on in January at zero degrees in one day and a half with a five man crew. The ZONATILE roof of the building, designed by architects, Wick & Stansfield, Mankato, was ready for built-up roofing immediately after placement of the tile and grouting of the joints.

The tile are elevated directly from trailer to roof by means of a powered conveyor as fast as the men can receive them.



The lightweight (50 lb.) tile, easily handled by one man, is laid directly on the bar joists spaced 36" O.C. forming safe walking surface for workmen.



Roof is closed in rapidly by small crew butting tile against tile in tight, uniform rows across the entire deck.

Zonatile short span CONCRETE ROOF TILE

ZONATILE SHORT SPAN CONCRETE ROOF TILE forms the deck and provides adequate insulation in one material—one operation. The lightweight, reinforced vermiculite concrete tile cannot rot or decompose and is completely incombustible. It is easily cut to any necessary odd shape.
Cost of Zonatile deck is low because of fast erection, using minimum equipment and labor.

To provide positive anchorage, quarter-inch pencil rods are supported in V joint formed by beveled ends of the tile. Large wire "hairpins" are placed around rod and through top flange on joists and crimped around flange.

Joints are filled with a quick setting, pre-mixed grout, troweled smooth to provide level surface for roofing. Built-up roof can be applied immediately.

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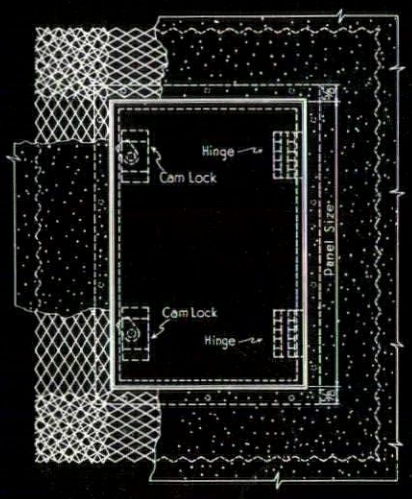

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A steel access door for less than the cost of wood!

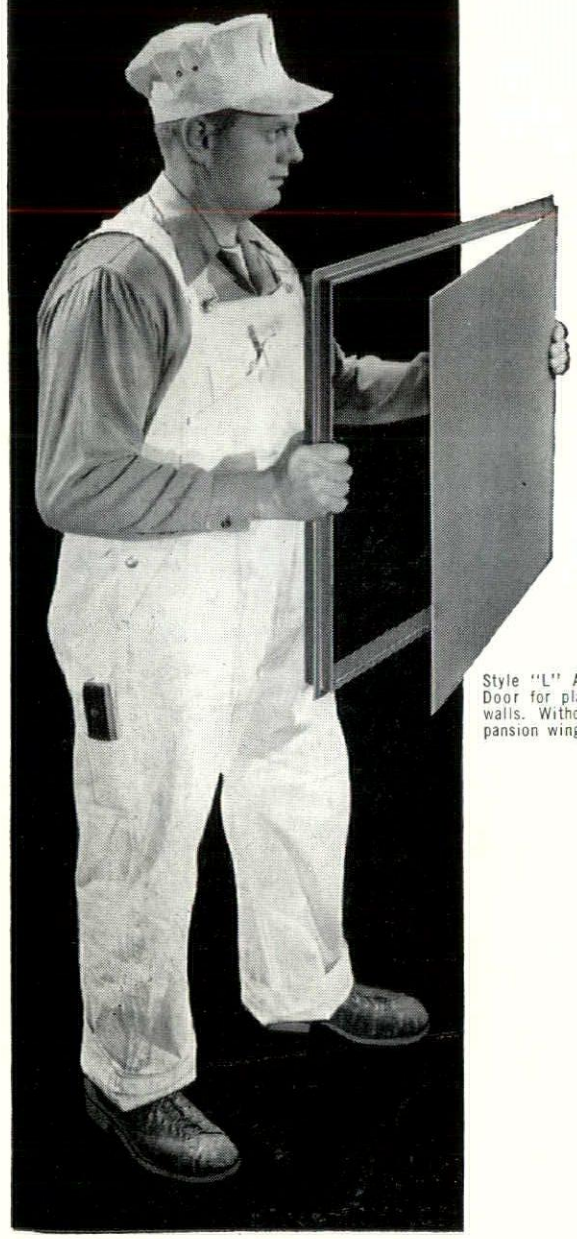
Milcor Steel Access Doors need no special framing, cutting, or fitting

You help save labor costs and building time, when you specify Milcor Steel Access Doors — to provide quick, convenient servicing of plumbing, heating, electrical, and refrigeration systems in homes and public and commercial buildings.

Milcor Steel Access Doors are delivered to the job complete with framing. They're ready to install at once in either plaster or non-plaster construction, flush with the wall or ceiling surface. No old-fashioned frame protrudes to mar the appearance of your interior.

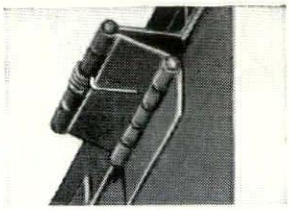
Paint or wallpaper can be applied right over Milcor Steel Access Doors. All doors are factory-primed and one finish coat usually covers. No sanding or filler coats are needed.

Three types are available for use with plastered or unplastered surfaces. Sizes — 8″ x 8″ to 24″ x 36″. See Sweet's File or write for latest literature.

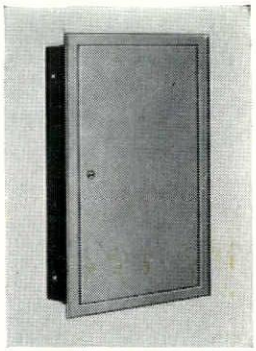


Style "L" Access Door for plastered walls. Without expansion wings.

MILCOR® Steel Access Doors



Exclusive spring hinge lets door open 175°. Door is removed quickly by extracting hinge-pin.



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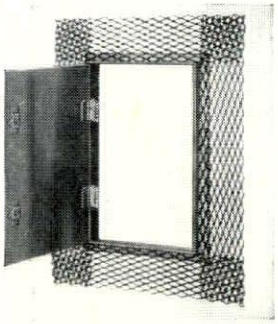

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